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INFO AMEMBASSY COPENHAGEN

AMEMBASSY OSLO

AMEMBASSY STOCKHOLM

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E.O. 11652: N/A

TAGS: BEXP FI

SUBJECT: FY 1977 COUNTRY COMMERCIAL PROGRAM FOR FINLAND

REF: 1. A-9106, DECEMBER 6, 1974

2. HELSINKI T-0099, JANUARY 16, 1975

BEGIN SUMMARY: THE FY 1977 COUNTRY COMMERCIAL PROGRAM FOR FINLAND IS SET FORTH IN THIS MESSAGE ACCORDING TO THE OUTLINE PROVIDED IN THE REFERENCE AIRGRAM. PROGRAMMED CAMPAIGNS UTILIZE 23 PERCENT OF THE PERSONDAYS ACCOUNTED FOR BY THE COUNTRY PROGRAM. PROJECTED CAMPAIGNS INCLUDE ENERGY SYSTEMS, FOOD PROCESSING, PROCESS CONTROLS, FOREST PRODUCTS, SUPPORT TO STOCKHOLM TRADE CENTER, AND TRAVEL USA. WINE PROMOTION IS LISTED AS A PRIORITY PROJECT. DEFERRED CAMPAIGNS INCLUDE LABORATORY INSTRUMENTATION AND A COMMERCIAL PRESENCE FAIR. END SUMMARY.

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SECTION I. OVERVIEW.

A. THE PRINCIPAL COMMERCIAL GOALS IN FINLAND ARE EXPANSION OF THE U.S. SHARE OF THE IMPORT MARKET, PROMOTION OF TOURISM IN THE U.S. AND PROMOTION OF FINNISH INVESTMENT IN THE U.S.

B. FINLAND PERCEIVES ITS ROLE AS A NEUTRAL, BRIDGE-BUILDER BETWEEN EAST AND WEST, AND SEEKS ECONOMIC RELATIONSHIPS WITH BOTH. CURRENT GOVERNMENT EMPHASIS IS ON DEVELOPING THE EASTERN SIDE, PARTICULARLY INSTITUTIONALLY. HOWEVER, FOREIGN MINISTER KARJALAINEN IN A RECENT SPEECH EXPRESSED DISAPPOINTMENT THAT THE U.S.-FINNISH TRADE LEVEL HAD DECLINED SOMEWHAT IN RECENT YEARS RELATIVE TO FINNISH GLOBAL TOTALS. HE NOTED THAT FINNISH EXPORTS TO THE USA IN 1974 COVERED ONLY 60.5 PERCENT OF ITS IMPORTS FROM THE U.S. (THE FOREIGN MINISTER DID NOT MENTION THAT THE MAIN REASON FOR THE IMBALANCE WAS THE DECISION OF FINNISH NEWSPRINT EXPORTERS TO STOP SELLING IN THE USA BECAUSE PREVAILING PRICES WERE TOO LOW.)

C. THE ECONOMY WILL BE UNDER GREAT PRESSURE FOR THE NEAR FUTURE FROM AN ESTIMATED ANNUAL INFLATION RATE OF 15 PER CENT AND THE IMPACT ON THE EXPORT INDUSTRIES OF EUROPEAN RECESSION. SOCIAL SECURITY OBLIGATIONS, PARTICULARLY EMPLOYMENT MAINTENANCE, WILL REINFORCE IMPORTED INFLATION AND THE NET IMPACT SHOULD BE A DECLINING BUT STILL POSITIVE REAL GROWTH RATE.

D. FINLAND'S MAJOR ECONOMIC PROBLEM IS THE BALANCE OF PAYMENTS DEFICIT, WITH AN ESTIMATE FOR 1975 OF FMK 5.5 BILLION (US\$1.57 BILLION) AFTER A 1974 DEFICIT OF FMK 4.5 BILLION. FINLAND CAN NEITHER EXPAND EXPORTS SUFFICIENTLY NOR FINANCE SUCH A DEFICIT SO WILL PROBABLY CONSIDER ADMINISTRATIVE MEASURES ON THE TRADE ACCOUNT.

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E. THE U.S. TRADE SURPLUS WITH FINLAND SHOULD CONTINUE, PARTICULARLY AS FINLAND IS NO LONGER COMPETITIVE IN THE U.S. NEWSPRINT MARKET. THE BILATERAL BARTER ARRANGEMENTS WITH EASTERN COUNTRIES, AT A TIME OF HARD CURRENCY SHORTAGE, AS WELL AS THE PROGRESSIVE REDUCTION IN FINNISH-EC TARIFFS, WILL TO A CONSIDERABLE EXTENT OFFSET THE BENEFITS OF THE APPRECIATION OF THE FMK AGAINST THE DOLLAR AND THE REDUCED COMPETITIVENESS OF ONE OF FINLAND'S MAJOR TRADE PARTNERS, THE U.K. THE HIGH REPUTATION OF QUALITY PRODUCER GOODS AND HIGH TECHNOLOGY ITEMS FROM

THE U.S. WILL ENCOURAGE A RISE IN OUR MARKET SHARE. BOTH THE EASTERN EUROPE AND EC TRADE ARRANGEMENTS, AS WELL AS ANY ADMINISTRATIVE TRADE CONTROLS, COULD CREATE PROBLEMS IN FINNISH-AMERICAN COMMERCIAL RELATIONS.

SECTION II. SUMMARY OF PROGRAM ACTIVITIES.

1. PRODUCT CAMPAIGNS

1.1 ENERGY SYSTEMS

CAMPAIGN ACTIVITIES WILL INCLUDE ORGANIZATION OF GROUP TRAVEL, FOLLOW UP OF CONTACTS DEVELOPED FROM THE JUNE 1976 STOCKHOLM TRADE CENTER SHOW AND MARKET RESEARCH AND A CATALOG SHOW.

EXPECTED RESULTS: AN INCREASE IN THE U.S. MARKET SHARE TO 10 PERCENT FOR SELECTED PRODUCT CATEGORIES IN THIS TARGET INDUSTRY AS WELL AS SUBMISSION OF TEN TRADE OPPORTUNITIES.

1.2 FOOD PROCESSING AND PACKAGING

CAMPAIGN ACTIVITIES WILL INCLUDE AN OFF-SITE EXHIBITION BY THE STOCKHOLM TRADE CENTER AT THE HELSINKI CONSUMER GOODS FAIR IN SEPTEMBER 1976, PROMOTION OF GROUP TRAVEL TO THE USA, AND DISTRIBUTING INDUSTRIAL FILMS TO INTERESTED BUSINESS GROUPS.

EXPECTED RESULTS: RAISE THE U.S. MARKET SHARE IN THIS TARGET INDUSTRY TO 10 PERCENT AND SUBMISSION OF TEN OR MORE TRADE OPPORTUNITIES.

1.3 PROCESS CONTROL INSTRUMENTATION:

ORGANIZATION OF A TECHNICAL SEMINAR AND/OR A CATALOG SHOW AS WELL AS A VISIT BY EMBASSY STAFF TO FIRMS IN THE VICINITY OF THE CITY OF TAMPERE.

EXPECTED RESULTS: RAISE THE U.S. MARKET SHARE IN THIS TARGET INDUSTRY TO TEN PERCENT OF IMPORTS AND SUBMIT

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TEN TRADE OPPORTUNITIES.

1.4 FOREST PRODUCTS INDUSTRIES:

ORGANIZE GROUP TRAVEL TO U.S. EXPOSITIONS FOCUSING ON EQUIPMENT UTILIZED BY THIS INDUSTRY. VISIT PULP AND PAPER PLANTS LOCATED IN DISTANT AREAS OF FINLAND.

EXPECTED RESULTS: RAISE THE U.S. MARKET SHARE TO TEN PERCENT AND SUBMIT FIVE TRADE OPPORTUNITIES.

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1.5 PROMOTION ACTIVITIES IN SUPPORT OF THE REGIONAL
TRADE CENTER IN STOCKHOLM:

EXPAND COVERAGE IN THE TRADE PRESS OF STOCKHOLM EXHIBI-
TIONS AND CONTINUE TO PERFORM A WIDE RANGE OF PROMOTION
ACTIVITIES INCLUDING DISTRIBUTION OF MATERIAL AS WELL
AS CONTACTS WITH COMPANIES BY MAIL, TELEPHONE AND
PERSONAL VISITS.

EXPECTED RESULTS: INCREASE NUMBER OF FINNISH BUSINESSMEN
VISITING STOCKHOLM SHOWS IN ORDER TO INCREASE NUMBER OF
AGENTS APPOINTED AND IN USER PURCHASES.

1.6 TRAVEL USA:

TRAVEL USA WORKSHOPS WILL BE CONDUCTED TO ACQUAINT
TRAVEL AGENTS AND TRANSPORTATION COMPANIES WITH THE
RANGE OF TRAVEL MATERIAL AND FILMS AVAILABLE FROM USIS
FACILITIES. MATERIAL AND SPEAKERS WILL BE MADE AVAILABLE
TO LOCAL ORGANIZATIONS PARTICULARLY THE CHAPTERS OF THE
FINNISH-AMERICAN SOCIETIES.

EXPECTED RESULTS: ACHIEVE A TOTAL OF 16,000 TRAVELERS
TO THE USA.

2. OTHER PRIORITY PROJECTS:

WINE PROMOTION:

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EFFORTS ARE BEING MADE BY THE EMBASSY TO HAVE A TASTING
OF U.S. WINES IN THE AUTUMN OF 1975. A PROMOTION IN
FY 1977 COULD BE A FOLLOWUP OR THE INITIAL EFFORT
DEPENDING ON THE DEGREE OF INTEREST DEVELOPED.

EXPECTED RESULTS: UNTIL U.S. WINES ARE APPROVED FOR

LISTING BY THE FINNISH ALCOHOL MONOPOLY (ALKO), NO U.S. WINES CAN BE MARKETED IN FINLAND. THE PURPOSE OF THE WINE PROMOTION IS TO CONVINCE ALKO OFFICIALS THAT U.S. WINES ARE SUFFICIENTLY ATTRACTIVE IN TASTE AND PRICE TO BE INCLUDED ON THE APPROVED LISTING.

3. POSTPONED PROJECTS.

3.1 CAMPAIGN FOR LABORATORY INSTRUMENTATION:
POSTPONEMENT OF CATALOG SHOW, GROUP TRAVEL, FILM SHOWING
AND REDUCED CONTACTS WITH INDUSTRY AND UNIVERSITY
OFFICIALS.

EXPECTED RESULTS THAT WILL NOT MATERIALIZE: U.S. SHARE
OF THE MARKET WILL NOT RISE ABOVE PRESENT 9.2 PERCENT
(\$3.9 MILLION) AND FEWER TRADE OPPORTUNITIES WILL BE
SUBMITTED AND FEWER AGENT/DISTRIBUTORS APPOINTED.

3.2 COMMERCIAL PRESENCE FAIR:

POSTPONEMENT OR CANCELLATION OF A COMMERCIAL PRESENCE
FAIR WITH LOSS OF PUBLICITY BENEFICIAL TO U.S. EXPORT
PROMOTION EFFORTS.

EXPECTED RESULTS THAT WILL NOT MATERIALIZE: AGENT-
DISTRIBUTOR APPOINTMENTS AND END-USER PURCHASES WILL NOT
TAKE PLACE NOR WILL U.S. BENEFIT FROM INTEREST SHOWN IN
FINNISH MARKET.

SECTION III. ECONOMIC/COMMERCIAL ORGANIZATION CHART:

ECON-COMMERCIAL COUNSELOR EMBASSY ACTION GROUP:

FSO-3	DCM
FSS-8	ECON. COUNSELOR
COMMERCIAL ATTACHE O-4	COMMERCIAL ATTACHE
FSL-1	PAO
FSL-1	
FSL-3	
FSL-4	
ECON. OFF. O-6	
FSL-1	
FSL-3	
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SECTION IV. SUMMARY OF RESOURCE ALLOCATION:

MANDAYS

	FSO	FSL	PROFESSIONAL	CLERICAL
CAMPAIGN	115	135	155	
NON-CAMPAIGN	362	560	425	
TOTAL	477	695	580	
DEFERRED ACTIVITIES	37	40	50	

DIRECT COSTS

TRAVEL	REPRES.	PRINT	OTHER	TOTAL
& MAIL				

CAMPAIGN	2100	1000	800	3900	
NON-CAMPAIGN	768	525	1700	2000	4993
TOTAL	2868	1525	2500	8893	
DEFERRED ACTIVITIES				7835	

A DETAILED BREAKDOWN OF THE 22 NON-CAMPAIGN ACTIVITIES, SIX CAMPAIGNS, A PRIORITY PROJECT AND TWO DEFERRED ACTIVITIES IS BEING SUBMITTED BY AIR POUCH WITH COPIES AIRMAILED TO CAYA AND MCNITT, OIM/NE.

SECTION V. ANALYSIS OF DEFERRED PROJECTS:

IN ESTABLISHING THE FY 1977 COUNTRY COMMERCIAL PROGRAM, EMBASSY HELSINKI HAS TAKEN AN OPTIMISTIC VIEW OF ITS ABILITY TO CARRY OUT PROGRAMMED CAMPAIGNS WHILE CONTINUING TO PERFORM REGULAR DUTIES AND RESPOND TO AD HOC REQUESTS FROM OFFICIAL SOURCES AND THE PUBLIC. EXPERIENCE IN CONDUCTING CAMPAIGNS IS STILL LIMITED IT MAY PROVE THAT IT IS NOT POSSIBLE TO INITIATE A NEW CAMPAIGN ON ENERGY SYSTEMS IN FY 1977. TO ENSURE THAT THIS CAMPAIGN CAN BE MOUNTED, TO PROVIDE FULL SUPPORT TO OTHER CAMPAIGNS AND REGULAR FUNCTIONS, AS WELL AS TO CARRY OUT THE DEFERRED PROJECTS LISTED BELOW, EMBASSY HELSINKI REQUESTS THE ADDITION OF THE FOLLOWING:

ONE (1) FSL-3 COMMERCIAL ASSISTANT.

ALSO, \$650 S&E ADDITIONAL WOULD BE NEEDED, NOT INCLUDING AN ESTIMATED \$7185 FOR A COMMERCIAL PRESENCE FAIR PARTICIPATION.

THE POSTPONED OPPORTUNITIES JUSTIFYING THE REQUEST ARE DISCUSSED IN THE FOLLOWING PARAGRAPHS.

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A. PRODUCT CAMPAIGN - LABORATORY INSTRUMENTATION: ACTIVITIES:

1. MOUNT A CATALOG SHOW OR PARTICIPATE IN LOCAL FAIR.
2. ENCOURAGE ORGANIZATION OF GROUP TRAVEL TO U.S. TRADE FAIRS.
3. DEVELOP A PROGRAM OF SHOWING OF INDUSTRIAL FILMS ON THIS THEME PREPARED BY USIA.
4. MEET WITH REPRESENTATIVES OF UNIVERSITY, GOVERNMENT AND INDUSTRY TO DETERMINE NEEDS OF FINNISH SCIENCE AND TECHNOLOGY THAT WOULD PROVIDE GOOD TRADE OPPORTUNITIES FOR U.S. PRODUCTS.

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EXPECTED MEASURABLE ACCOMPLISHMENTS:

1. INCREASE THE U.S. SHARE OF THE MARKET FROM 9.2 PER CENT TO THE NEIGHBORHOOD OF 15 PER CENT.
2. SUBMIT 5-10 TRADE OPPORTUNITIES.
3. INCREASE THE NUMBER OF AGENTS AND DISTRIBUTORS FOR U.S. PRODUCTS.

JUSTIFICATION:

BETWEEN 1970 AND 1973, IMPORTS OF LABORATORY INSTRUMENTS INTO FINLAND WENT FROM 104.9 MILLION FINNMARKS TO 155.4 MILLION, A GAIN OF NEARLY 50 PER CENT. THE U.S. SHARE IN 1973 WAS 9.2 PER CENT (ABOUT \$3.9 MILLION). A CONTRACT MARKET BRIEF ON THIS THEME WILL BE PREPARED IN FY 1975 AND COULD PROVIDE USEFUL BACKGROUND FOR SUCH A CAMPAIGN.

B. COMMERCIAL PRESENCE FAIRS:

ACTIVITIES: THE USUAL PROMOTIONAL ACTIVITIES INCIDENT TO A TRADE FAIR EXHIBIT (PRESS CONFERENCE, RECEPTION, AMERICA DAY, ETC) WOULD SERVE TO DRAW ATTENTION TO THE EXHIBIT AND U.S. PRODUCTS IN GENERAL.

EXPECTED MEASURABLE ACCOMPLISHMENTS: THE TWENTY OR THIRTY PARTICIPANTS IN THE FAIR COULD EXPECT TO GET BOTH AGENT AND END-USER INQUIRIES.

RESOURCE REQUIREMENT: ACCORDING TO A-3117, APRIL 17,
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1974, A TYPE I TRADE FAIR PARTICIPATION REQUIRES 62 MAN-DAYS AND EXPENDITURE OF \$7,185.

JUSTIFICATION: WE ARE FREQUENTLY TOLD BY BUSINESSMEN HERE THAT WE SEEM TO HAVE A LOW PROFILE IN COMMERCIAL ACTIVITIES IN CONTRAST TO FINLAND'S OTHER TRADING PARTNERS. THIS LACK OF OFFICIAL PROMOTIONAL EFFORT CAN BE CONSTRUED AS A LACK OF INTEREST IN THE FINNISH MARKET. MOUNTING A U.S. EXHIBITION AT A TRADE FAIR, POSSIBLY A TRADE CENTER OFF-SITE SHOW, WOULD SHOW BUSINESSMEN AND GOVERNMENT OFFICIALS OUR INTEREST IN THIS MARKET.

ANNEX.

A. CAMPAIGN WORKSHEET: ENERGY SYSTEMS

CAMPAIGN MANAGER: COMMERCIAL ATTACHE

CAMPAIGN STATEMENT: A POST STUDY ON ENERGY SYSTEMS IS SCHEDULED FOR COMPLETION IN FY 1976. HELSINKI WILL BE IN CYCLE WITH DEPARTMENT OF COMMERCE'S PRIMARY EMPHASIS ON THIS TOPIC SCHEDULED FOR FY 9177. THE STOCKHOLM TRADE CENTER EXHIBITION ON THIS THEME COMES IN JUNE 1976. FINNISH IMPORTS IN THIS TARGET INDUSTRY HAVE DOUBLED BETWEEN 1970 AND 1973. IMPORTS AMOUNTED TO 296.3 MILLION FINNMARKS IN 1970, RISING TO 598.9 MILLION FINNMARKS IN 1973. (\$1.00 EQUALS 3.5 FINNMARKS)

LONG RANGE GOAL: RAISE THE U.S. MARKET SHARE FOR THE PRODUCT CATEGORIES OF THIS TARGET INDUSTRY LISTED AS BEST PROSPECTS IN HELSINKI A-009 OF JANUARY 8, 1975.

PRODUCT CATEGORY	PRESENT MARKET SHARE	GOAL
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PUMPS AND COMPRESSORS	4.8 PERCENT	10 PERCENT
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POWER TRANSMISSION EQUIP.	4.3 PERCENT	10 PERCENT
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TAPS, COCKS AND VALVES	4.0 PERCENT	10 PERCENT
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MEASURABLE ACCOMPLISHMENTS: IN ADDITION TO A RISE IN THE U.S. MARKET SHARE, TEN TRADE OPPORTUNITIES AS WELL AS NEW AGENCIES AND LICENSING ARRANGEMENTS SHOULD BE DEVELOPED.

ACTIONS:

1. FOLLOW UP WITH BUSINESS CONTACTS ESTABLISHED FROM JUNE 1976 STOCKHOLM TRADE CENTER SHOW ON THIS THEME SEEKING FURTHER BUSINESS OPPORTUNITIES.
2. PROMOTE ATTENDANCE BY A GROUP OF FINNISH BUSINESSMEN AT THE INTERNATIONAL ENERGY ENGINEERING EXPOSITION AND UNCLASSIFIED

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CONGRESS.

3. CONTACT AGENTS AND DISTRIBUTORS BY PHONE, MAIL AND IN PERSON TO PROMOTE PURCHASE OF U.S.-ORIGIN PRODUCTS.
4. DEVOTE AN ISSUE OF THE COMMERCIAL NEWSLETTER TO PROMOTION OF PRODUCT CATEGORIES IN THIS TARGET INDUSTRY.
5. ORGANIZE A CATALOG SHOW FOR BEST PROSPECT PRODUCT CATEGORIES PUMPS AND COMPRESSORS, AND TAPS, COCKS AND VALVES AS RECOMMENDED IN HELSINKI A-009, JANUARY 8, 1975.

MISSION RESOURCES REQUIRED:

PERSONNEL: PERSON DAYS:

FSO 15

FSL PROFESSIONAL 20

CLERICAL 20

FINANCIAL:

TRAVEL \$ -

REPRESENTATION \$150

PRINTING AND MAILING \$100

B. CAMPAIGN WORKSHEET: FOOD PROCESSING AND PACKAGING

CAMPAIGN MANAGER: FRANS CARREGUI

CAMPAIGN STATEMENT: THIS CAMPAIGN WILL BE A CONTINUATION OF THE ONE BEGUN THE PREVIOUS YEAR. AS NOTED THEN, MARKET RESEARCH ON THIS TOPIC HAS BEEN PERFORMED BY HELSINKI SHOWING THAT FINNISH IMPORTS IN THIS PRODUCT CATEGORY ARE INCREASING. THIS THEME IS SCHEDULED FOR PRIMARY PROMOTION BY DEPARTMENT OF COMMERCE IN FY 1977 AND USIA HAS ASSEMBLED A COLLECTION OF U.S. INDUSTRIAL FILMS THAT ARE AVAILABLE FOR SHOWING OVERSEAS.

LONG RANGE GOAL: RAISE THE U.S. MARKET SHARE TO AT LEAST TEN PERCENT. IN 1973 THE U.S. IMPORT SHARE WAS 6.8 PERCENT. FINNISH IMPORTS OF FOOD PROCESSING AND PACKAGING EQUIPMENT ROSE TO 198.3 MILLION FINN-MARKS IN 1973 FROM 107.7 MILLION IN 1970. (CURRENT EXCHANGE RATE \$1.00 EQUALS 3.5 FMKS)

EXPECTED MEASURABLE ACCOMPLISHMENTS: AN INCREASE IN THE NUMBER OF U.S. COMPANIES VISITING FINLAND OR UTILIZING COMMERCE SERVICES, PARTICULARLY THE ADS. SUBMIT TEN OR MORE TRADE OPPORTUNITIES IN THESE PRODUCT CATEGORIES.

ACTIONS:

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1. HOLD THE FOOD PROCESSING AND PACKAGING EQUIPMENT EXHIBITION SCHEDULED BY THE STOCKHOLM TRADE CENTER IN THE FALL OF 1976 AS AN OFF-SITE SHOW IN HELSINKI EITHER AT THE HELSINKI INTERNATIONAL CONSUMER GOODS FAIR IN SEPTEMBER 1976 OR AS A SOLO EXHIBITION.

2. WORKING WITH FINNISH TRADE ASSOCIATIONS AND TRAVEL AGENTS, ENCOURAGE TRAVEL TO U.S. NATIONAL EXHIBITIONS. DEVELOPMENT OF SUCH GROUPS WILL BE FACILITATED BY DESIGNATION BY COMMERCE OF PACKAGING AND FOODSTUFF EXPOSITIONS AS V.I.P. (VISIT, INVESTIGATE, PURCHASE SHOWS).

3. CONTINUE PROGRAM OF DISTRIBUTING AND SHOWING FILMS ON FOOD PROCESSING AND PACKAGING MACHINERY.

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4. WORK WITH THE TURKU CHAMBER OF COMMERCE IN A PROGRAM
OF VISITS TO FIRMS IN THAT AREA.

5. UTILIZING FTI AND OTHER SOURCES, CONDUCT A DIRECT
MAILING TO FIRMS IN THIS PRODUCT CATEGORY SEEKING TRADE
OPPORTUNITIES.

6. VISIT FIRMS TO PROSPECT FOR TRADE OPPORTUNITIES AND
IDENTIFY ANY BARRIERS TO U.S. SALES.

MISSION RESOURCES REQUIRED:

PERSONNEL: PERSON-DAYS:

FSO 10

FSL PROFESSIONAL 18

CLERICAL 32

FINANCIAL:

TRAVEL \$304

REPRESENTATION 150

PRINTING AND MAILING 100

C. CAMPAIGN WORKSHEET: PROCESS CONTROL INSTRUMENTATION

CAMPAIGN MANAGER: COMMERCIAL ATTACHE

CAMPAIGN STATEMENT: THIS CAMPAIGN PARALLELS THE EMPHASIS

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BEING GIVEN BY DEPARTMENT OF COMMERCE TO THIS TOPIC IN FY 1977 WHEN IT WILL RECEIVE SECONDARY EMPHASIS. THE U.S. MARKET SHARE OF FINNISH IMPORTS IN 1973 AMOUNTED TO 6.5 PERCENT. FINNISH IMPORTS IN THIS PRODUCT CATEGORY ROSE 54.8 PERCENT BETWEEN 1970 AND 1973 FROM 185.4 MILLION FINNMARKS TO 286.9 MILLION (\$1.00 EQUALS 3.5 FMKS), LONG RANGE GOAL: INCREASE THE U.S. MARKET SHARE OF PROCESS CONTROL INSTRUMENTATION TO TEN PERCENT. MEASURABLE ACCOMPLISHMNTS: TEN TRADE OPPORTUNITIES AND FIVE NEW AGENTS APPOINTED.

ACTIONS:

1. ORGANIZE A TECHNICAL SEMINAR.
2. WORK WITH INDUSTRY ORGANIZATIONS TO CONTINUE SHOWINGS OF USIA VTR PREPARED THE PREVIOUS YEAR.
3. WORK WITH THE TAMPERE CHAMBER OF COMMERCE TO PROGRAM VISITS TO INDUSTRIES IN THAT AREA.
4. HOLD A CATALOG SHOW IF IT WAS NOT DONE AS PROPOSED IN THE FY 76 COUNTRY COMMERCIAL PROGRAM.
5. ENCOURAGE TRADE ASSOCIATION TO PROMOTE GROUP TRAVEL TO U.S. EXPOSITIONS.

MISSION RESOURCES REQUIRED:

PERCONNEL: PERSON-DAYS:

FSO	15
FSL PROFESSIONAL	17
CLERICAL	28

FINANCIAL:

TRAVEL	\$302
REPRESENTATION	150
PRINTING AND MAILING	100

D. CAMPAIGN WORKSHEET: FOREST PRODUCT INDUSTRIES
CAMPAIGN MANGER: EDWARD J. MARCOTT
CAMPAIGN STATEMENT: THIS CAMPAIGN IS A CONTINUATION OF THE PREVIOUS YEAR'S EFFORTS IN THIS IMPORTANT AREA OF THE FINNISH ECONOMY. FOREST PRODUCTS INDUSTRIES REPRESENT 25 PERCENT OF THE INDUSTRIAL SECTOR AND FINLAND IS THE SECOND LARGEST MARKET IN THE NORDIC REGION FOR IMPORTS OF PULP AND PAPERMAKING EQUIPMENT. THE U.S. SHARE OF \$21.7 MILLION IMPORTS IN 1973 WAS 7 PERCENT.

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LONG RANGE GOAL: INCREASE U.S. SHARE OF THE MARKET TO TEN PERCENT.

LIST OF ACTIONS:

1. WORKING THROUGH THE CENTRAL FOREST PRODUCTS ASSOCIATION AND LOCAL TRAVEL AGENTS ENCOURAGE THE ORGANIZATION OF GROUP TRAVEL TO THE PULP AND PAPER INDUSTRY EXPOSITION AND OTHER EXPOSITIONS.
2. PREPARE ANNUAL REPORT ON THE PULP AND PAPER INDUSTRY - CERP 0516.
3. THERE ARE A SUBSTANTIAL NUMBER OF FOREST PRODUCTS INDUSTRIAL ESTABLISHMENTS LOCATED IN THE VARIOUS REGIONS OF FINLAND. VISITS WILL BE PROGRAMMED TO THE SEVERAL REGIONS TO ENCOURAGE U.S. PROCUREMENT AND OBTAIN INFORMATION ABOUT FUTURE PLANS FOR EXPANSION.
4. EXPAND CONTACTS WITH THE CENTRAL FOREST PRODUCTS ASSOCIATION AND ITS NETWORK OF RELATED ASSOCIATIONS (FINPAP, FINCELL, ETC.)
5. DEVELOP FIVE TRADE OPPORTUNITIES AND/OR LICENSING-INVESTMENT OPPORTUNITIES.

MISSION RESOURCES REQUIRED:

PERSONNEL PERSON-DAYS:

FSO	20
FSL PROFESSIONAL	10
CLERICAL	20

FINANCIAL:

TRAVEL	\$480
REPRESENTATION	150
PRINTING & MAILING	100

E. CAMPAIGN WORKSHEET: SUPPORT TO PROMOTIONS OF THE REGIONAL TRADE CENTER IN STOCKHOLM

CAMPAIGN MANAGER: FRANS CARREGUI

CAMPAIGN STATEMENT: EMBASSY HELSINKI PROMOTES DIRECTLY AND INDIRECTLY EXHIBITIONS AT THE STOCKHOLM TRADE CENTER. LIMITED FUNDS APPARENTLY PRECLUDE PERFORMANCE OF MANY OF THESE ACTIVITIES IN FINLAND BY A PUBLIC RELATIONS FIRM AS IS DONE IN SWEDEN.

LONG RANGE GOAL: EXPAND THE NUMBER OF U.S. COMPANIES REPRESENTED IN FINLAND AND INCREASE END-USER SALES.

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LIST OF EXPECTED MEASURABLE ACCOMPLISHMENTS:

1. DISTRIBUTION OF PROMOTIONAL MATERIAL DIRECTLY TO FINNISH FIRMS AND ASSOCIATIONS. THIS INCLUDES CATALOGS, FLYERS, STUFFERS AND INVITATIONS.
2. COMPANY CATALOGS OF FIRMS EXHIBITING AT THE TRADE CENTER SHOWS ARE DISTRIBUTED BY THE EMBASSY DIRECTLY TO POTENTIAL AGENTS AND/OR END-USERS.
3. HAND-OUTS OF PRESS RELEASES AND BACKGROUND MATERIAL TO TRADE PUBLICATIONS, ASSOCIATIONS AND GENERAL PRESS.

4. DIRECT CONTACT WITH COMPANIES IN PERSON AND BY PHONE SOLICITING ATTENDANCE AT TRADE CENTER SHOWS. A REPORT IS MADE TO THE STOCKHOLM TRADE CENTER IN ADVANCE OF THE SHOW GIVING NAMES OF EXPECTED ATTENDEES.
5. ORGANIZING BY USIS OF PRESS GROUPS TO VISIT TRADE CENTER SHOWS. ORGANIZATION BY USIS OF PRESS CONFERENCES.
6. ATTENDANCE AT TRADE CENTER SHOWS OF AMERICAN AND FINNISH STAFF FROM HELSINKI TO ADVISE U.S. FIRMS OF POTENTIAL FINNISH REPRESENTATIVES. FOLLOW UP IN FINLAND ON LEADS AND INQUIRIES.

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45
ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CIAE-00 COME-00 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 TRSE-00 AGR-10

/060 W
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R 191051Z FEB 75
FM AMEMBASSY HELSINKI
TO SECSTATE WASHDC 8311
INFO AMEMBASSY COPENHAGEN
AMEMBASSY OSLO
AMEMBASSY STOCKHOLM
AMEMBASSY MOSCOW

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7. ORGANIZATION OF RECEPTIONS TO FOCUS ATTENTION OF LOCAL BUSINESSMEN ON SHOWS OF SPECIAL INTEREST.
8. INCLUSION OF MATERIAL IN EMBASSY NEWSLETTER ABOUT THE TRADE CENTRE AND THE PROGRAM OF EXHIBITS.
9. ASSISTANCE TO TRADE CENTRE STAFF WHEN VISITING FINLAND. CONDUCT SUPPLEMENTARY PROMOTION ACTIVITIES SUCH AS SPEECHES.

LIST OF ACTIONS:

MANY OR ALL OF THE MEASURABLE ACCOMPLISHMENTS WILL BE PERFORMED FOR THE FOLLOWING SCHEDULED SHOWS AT THE STOCKHOLM TRADE CENTRE IN FY 77:
SEPTEMBER 1976 FRANCHISING

OCTOBER 1976 HIGH TECHNOLOGY CONSUMER GOODS (JEEP)
OCTOBER 1976 BUSINESS EQUIPMENT
NOVEMBER 1976 FOOD PROCESSING AND PACKAGING EQUIPMENT
DECEMBER 1976 HIGH PERFORMANCE MATERIALS (JEEP)
JANUARY 1977 SECURITY SYSTEMS
FEBRUARY 1977 DATAGRAPHICS (SPECIALIZED AREA OF DATA
PROCESSING)
MARCH 1977 INSTITUTIONAL AND COMMERCIAL CATERING
EQUIPMENT (JEEP)
APRIL 1977 ELECTROMOTIVE MATERIALS HANDLING
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MAY 1977 PULP, PAPER AND CONVERTING EQUIPMENT
(JEEP AND SEMINAR)
JUNE 1977 ENVIRONMENTAL CONTROL EQUIPMENT

THE TRADE CENTRE IN STOCKHOLM SHOULD ENCOURAGE EXHIBITION
PARTICIPANTS TO VISIT OTHER NORDIC COUNTRIES.

MISSION RESOURCES REQUIRED:

PERSONNEL: PERSON-DAYS:

FSO 25
FSL PROFESSIONAL 45
CLERICAL 25

FINANCIAL:

TRAVEL \$785
REPRESENTATION 250
PRINTING AND MAILING 200

F. CAMPAIGN WORKSHEET: TRAVEL USA
CAMPAIGN MANAGER: RICHARD KNOWLES
CAMPAIGN STATEMENT: FINNISH TOURISTS VISITING THE UNITED
STATES TOTALLED 14,800 IN CY 1973, AN INCREASE OF 20
PERCENT OVER THE PREVIOUS YEAR.

THE TRAVEL USA CAMPAIGN, WHICH CONTINUES FROM THE PREVIOUS
YEAR, WILL AIM TO MAINTAIN AND INCREASE THIS RELATIVELY
HIGH LEVEL OF VISITORS. THE USIS IN HELSINKI WILL
CONTINUE TO PLAY A MAJOR ROLE THROUGH ITS CONTACTS WITH
THE LEAGUE OF FINNISH-AMERICAN SOCIETIES AND OTHER
CHANNELS. THE CAMPAIGN WILL INCLUDE MEETINGS WITH
FINNISH TRAVEL AGENTS AND ORGANIZATIONS TO PROMOTE
TRAVEL TO SPECIFIC U.S. EVENTS AS WELL AS GENERAL
TOURIST TRAVEL.

LONG RANGE GOAL: ACHIEVE A TOTAL OF 16,000 VISITORS
TO THE U.S. A.

LIST OF ACTIONS AND MEASURABLE ACCOMPLISHMENTS:

1. CONDUCT "VISIT THE USA" WORKSHOPS WITH SALES
PERSONNEL OF FINNISH TRAVEL AGENCIES, WITH SUBSEQUENT
FOLLOW UP.
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2. OBTAIN PUBLICATION IN THE FINNISH GENERAL OR TRAVEL PRESS OF AT LEAST ONE U.S. TRAVEL ARTICLE PER CALENDAR YEAR.
3. PROMOTE TRAVEL TO THE U.S. BY FINNISH TRAVEL WRITERS, TOUR WHOLESALERS, AND TRAVEL AGENCIES.
4. WORK WITH LOCAL TRAVEL AGENTS AND TRADE ASSOCIATIONS TO ENCOURAGE TRAVEL TO U.S. EXHIBITIONS UNDER THE FOREIGN BUYERS PROGRAM.
5. DISTRIBUTE TRAVEL MATERIAL AND FILMS TO TRAVEL AGENTS AND TRANSPORTATION COMPANIES.
6. PROVIDE MATERIAL AND SPEAKERS TO THE LEAGUE OF FINNISH-AMERICAN SOCIETIES.

MISSION RESOURCES REQUIRED:

PERSONNEL: PERSON-DAYS:

FSO	20
FSL PROFESSIONAL	10
CLERICAL	10

FINANCIAL:

TRAVEL	\$229
REPRESENTATION	150
PRINTING AND MAILING	200

APPENDIX: ADMINISTRATIVE DIRECTIONS:

1. EMBASSY ACTION GROUP (EAG):

THE EMBASSY ACTION GROUP FOR THE FY 1977 CCP PROGRAM CONSISTS OF THE FOLLOWING POSITIONS OR DESIGNEES:
DEPUT CHIEF OF MISSION
COMMERCIAL COUNSELOR
PUBLIC AFFAIRS OFFICER OR PRESS ATTACHE
COMMERCIAL ATTACHE

THE EMBASSY ACTION GROUP IS RESPONSIBLE FOR SUPERVISING, MONITORING, REPORTING AND GENERAL DIRECTION OF ALL CCP ACTIVITIES.

2. WASHINGTON ACTION GROUP (WAG):

THE WAG FOR THE 1977 CCP CONSISTS OF THE FOLLOWING OR THEIR DESIGNEES:
COMMERCE: COUNTRY MARKETING MANAGER
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STATE : COMMERCIAL COORDINATOR
COUNTRY OFFICER
USIS: DESK OFFICER

COUNTRY MARKETING MANAGER IS THE CHAIRMAN.

3. THE EAG WILL MEET ON THE FIFTH WORKING DAY AFTER
THE CLOSE OF EACH QUARTER OF THE FSICAL YEAR.

THE WAG WILL MEET AS SOON AS POSSIBLE UPON RECEIPT OF
EACH EAG SCHEDULED REPORT.

A MEETING MAY BE CALLED BY ANY MEMBER OF EITHER GROUP
WHENEVER THERE IS A NEED TO DISCUSS A PROBLEM. AMEND
THE CCP, OR DISCUSS A NEW INITIATIVE.

4. GENERAL GUIDANCE: THE CCP MAY BE AMENDED WHENEVER
AN EXTRAORDINARY CHANGE IN CONDITIONS ARISES.

5. ACCOMPLISHMENT REPORTING REQUIREMENTS:

THE EAG WILL SUBMIT TO WASHINGTON A QUARTERLY REVIEW OF
THE CCP'S STATE OF ACCOMPLISHMENT, WITHIN ONE WEEK AFTER
THE CLOSE OF EACH QUARTER. EACH REVIEW WILL COVER:

I) CAMPAIGNS- FOR EACH CAMPAIGN LISTED IN SECTION II,
PART 1, CONCISELY STATE WHETHER THE ACTIONS DETAILED
IN THE CAMPAIGN WORKSHEET WERE IMPLEMENTED AS SCHEDULED
DURING THE QUARTER, AND, IF NOT, THE REASON FOR THE
SLIPPAGE, AND THE REVISED SCHEDULE FOR IMPLEMENTATION.

II) PROJECTS- FOR EACH PROJECT LISTED IN SECTION II,
PART 2, CONCISELY STATE THE PROGRESS ACHIEVED TO DATE
AND THE PROSPECTS FOR IMPLEMENTATION DURING THE
REMAINDER OF THE YEAR.

THE MAIN PURPOSE OF THE QUARTERLY REVIEWS IS NOT ONLY
TO REPORT ON PROGRESS ACHIEVED BUT ALSO ON OBSTACLES
ENCOUNTERED, AND TO PUT FORTH THE EAG'S RECOMMENDATIONS
REGARDING WAYS AND MEANS TO OVERCOME THE OBSTACLES.

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Message Attributes

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Disposition Event:
Disposition History: n/a
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Margaret P. Grafeld
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To: STATE
Type: TE
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